

Message Text

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67

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 COME-00 /018 W
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R 131705Z JUN 75

FM AMEMBASSY RABAT

TO SECSTATE WASHDC 5677

INFO AMCONSUL CASABLANCA POUCH

AMCONSUL TANGIER POUCH

UNCLAS RABAT 2830

E.O. 11652: N/A

TAGS: BBAK MO

SUBJECT: TOURISM

REF: STATE A-3046

FOR HCAHILL/EJDONOVAN, EB/OCA/BR, ROOM 3334

REFERENCED AIRGRAM REACHED THE EMBASSY LATE, PREVENTING OUR
BEING ABLE TO MEET THE DEADLINE DATE OF MAY 26. BELOW IS
COMPLETED QUESTIONNAIRE:

1. VISAS ISSUED IN 1974: 154 BUSINESS; 320 TOURISM; 266 OTHER.

2. ANTICIPATED INCREASE IN VISA ISSUANCE: 1975 - 800;
1976 - 1000; 1977 - 850.

3. A. INTERNATIONAL TRAVEL AGENTS: MOST TRAVEL AGENTS
ARE LOCATED IN CASABLANCA AND TANGIER; FEW IN RABAT. THESE
ARE:

AFRIC-VOYAGES

28 BIS, AVENUE ALLAL BEN ABDALLAH

RABAT, MOROCCO

MAROC TOURISME

289, BOULEVARD MOHAMED V

RABAT, MAROC

T.A.M.

4, AVENUE MOULAY YOUSSEF

RABAT, MOROCCO

WAGONS-LITS COOK

1, AVENUE EL AMIR ABDALLAH

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RABAT, MOROCCO

B. TRAVEL AGENT DIRECTORY FOR MOROCCO: LOCATED BUT INQUIRIES CONTINUE.

4. HAVE ANY TRAVEL AGENTS PRINTED A TRAVEL BROCHURE WHICH INCLUDES TOURS TO THE UNITED STATES? NO; BUT SOME AGENTS ARE USING BROCHURES PRINTED IN EUROPE TO PROMOTE TOURISM TO UNITED STATES. PROMOTION OF TOURISM TO U.S. IS ALSO CARRIED OUT THROUGH DIRECT ADVERTISING IN DAILY NEWSPAPERS. S

5. DO YOU HAVE ANY AREA DEVOTED TO TRAVEL TO USA?
NO (SAME ANSWER FROM USIS LIBRARY, COMMERCIAL SECTION AND VISA SECTION).

6. AT PRESENT, HOW MANY DIFFERENT TYPES OF TRAVEL LITERATURE DO YOU HAVE? NONE (USIS, COMMERCIAL SECTION AND CONSULAR SECTION).

7. WHAT SPECIFIC KIND OF LITERATURE CAN YOU USE?

A. INFORMATION ABOUT STATES AND CITIES: YES (USIS, COMMERCIAL AND CONSULAR AS WELL AS TRAVEL AGENTS).

B. SPECIFIC INFORMATION ON RATES: THIS TYPE OF INFORMATION IS OF INTEREST TO TRAVEL AGENTS PROVIDED IT IS DELIVERED ON TIME.

C. SPECIFIC INFORMATION ON CONGRESSES AND CONVENTIONS:
USIS - YES; TRAVEL AGENTS - YES. EXAMPLE: AT PRESENT, WAGONS-LITS IS PROGRAMMING PARTICIPATION IN THE 63RD SESSION OF THE INTERNATIONAL DENTAL FEDERATION TO BE HELD IN CHICAGO, OCTOBER 26-30. TO DATE, 45 SERIOUS INQUIRIES RECEIVED IN RABAT AREA.

D. INFORMATION REGARDING PLANT VISITS AND OTHER TECHNICAL DATA: EMBASSY COMMERCIAL SECTION - YES; CONSULAR, USIS AND TRAVEL AGENTS - NO.

E. INFORMATION ON TOURS: THIS TYPE OF INFORMATION IS OF INTEREST TO TRAVEL AGENTS PROVIDED IT IS DELIVERED ON TIME.

F. OTHER: BUSINESS LANGUAGE OF MOROCCO IS FRENCH. A FIRST TRIAL MAY BE CARRIED WITH LITERATURE PRINTED FOR FRANCE, BELGIUM AND SWITZERLAND. INFORMATION ABOUT AREAS (NORTHWEST; NORTHEAST; WEST COAST; EAST COAST) MAY BE OF GENERAL INTEREST TO STIMULATE THINKING "VISIT USA".

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8. WOULD TOUR OF TRAVEL AGENTS TO US BE OF VALUE? USIS - NO; CONSULAR SECTION - NO OPINION; COMMERCIAL SECTION - YES, BUT OF LIMITED VALUE; TRAVEL AGENTS - YES.

A. LENGTH OF TOUR: 7-14 DAYS

B. PLACES TO BE VISITED: MAIN CITIES AND MORE PARTICULARLY CALIFORNIA AND FLORIDA.

C. HOW MANY PERSONS WOULD PARTICIPATE: APPROXIMATELY TEN

PERSONS FOR WHOLE COUNTRY.

9. WOULD TRAVEL QUESTIONNAIRE STIMULATE SPECIFIC GROUPS INTO THINKING "VISIT USA" AND ENCOURAGE THEM TO TRAVEL AS GROUP? NO (USIS, CONSULAR AND COMMERCIAL SECTIONS, AND TRAVEL AGENTS).

10. OTHER TRAVEL PROMOTION DEVICES. USIS - FILMS; TRAVEL AGENTS - A BROCHURE ENTITLED "VISIT USA", RESUME GUIDE FOR TRAVEL IN USA INCLUDING GENERAL RATES, CUSTOMS, REQUIREMENTS, ETC. AS WELL AS POSSIBLE ORGANIZED TOURS, SHOULD BE SENT DIRECTLY TO MAIN TRAVEL AGENTS (SMALL QUANTITY TO EMBASSY). SUCH BROCHURE MAY INCLUDE ALSO SOME HOTELS/MOTELS, MAJOR SITES (GRAND CANYON, NATIONAL PARKS, ETC.) ENTERTAINMENTS (DISNEY LAND, ETC.).NEUMANN

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